

For Immediate Release

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Firestone Ag Celebrates 80 Years of Supporting the National FFA Organization with New Social and Experiential Activities for Students



- **To honor 80 years of its relationship with the National FFA Organization (FFA), Firestone Ag proudly introduces new engagement opportunities for students including fundraising, leadership advancement support and more.**
- **To accelerate and welcome diverse talent and perspectives to the agriculture industry, Firestone Ag also announces its sponsorship of the National FFA Organization's equity, diversity and inclusion (EDI) initiative.**
- **The longstanding FFA relationship aligns with the "Empowerment" value of the Bridgestone E8 Commitment.**

NASHVILLE, Tenn. (February 15, 2024) – [Bridgestone Americas](#) (Bridgestone) and [Firestone Ag](#) are proud to celebrate that 2024 marks 80 years of its relationship with [the National FFA Organization](#) (FFA). To honor this milestone, the company announces new FFA sponsorship commitments and a social campaign designed to champion student accomplishments and perspectives. This includes support for the organization's Equity, Diversity and Inclusion (EDI) program as well as backing for its

New Century Farmer Conference to advance students' leadership, personal and career skills.

"Building on our long, rich history of partnership with FFA, Firestone Ag is also always looking to the future," said Tony Orlando, president, Bridgestone Integrated Agricultural Tire Business, U.S. & Canada, Latin America, Europe, Middle East, India, Africa. "This includes engaging young agricultural leaders with meaningful career advancement and empowerment opportunities."

In addition to its continued corporate sponsorship of FFA, Firestone Ag has directed support to the National FFA Organization's equity, diversity and inclusion (EDI) initiative to help ensure the student organization continues cultivating a diverse membership and a more diverse ag industry. Through its funding of FFA's New Century Farmer Conference, the farm tire manufacturer will further advance its commitment to engaging the next generation of farmers by connecting students with industry leaders in agriculture, communications and business. The five-day conference will take place in July to give students a jump-start on their future careers.

This year, Firestone Ag also plans to profile FFA members' achievements on its social channels. Stay tuned to Firestone Ag [Instagram](#) and [Facebook](#) pages for upcoming details.

Firestone Ag's commitment to ensuring the long-term growth and successful future of agriculture and youth ambassadors runs deep and continues to evolve. Harvey S. Firestone, Sr., founder of the Firestone Tire & Rubber Company, provided the first funding for the National FFA Scholarship program, and Firestone Ag now funds six FFA scholarships. His son established and chaired the first corporate giving committee in 1944. And the tire manufacturer goes beyond financial backing by welcoming students to the Des Moines, Iowa, tire plant for educational tours.

"Firestone Ag is dedicated to enhancing the education of students interested in agriculture, technology and leadership," added President Tony Orlando. "Our partnership with FFA is ingrained in the legacy of our company. We are proud of our eight decades of support and know that organizations like FFA are vital in moving our industry forward across generations."

"Our 80-year relationship with Firestone Ag demonstrates the longevity and passion that exist in the National FFA Foundation's corporate partnerships," said Molly Ball, president of the National FFA Foundation and chief marketing officer of the National FFA Organization. "Agricultural education is at the forefront of our partnership, and FFA has gotten where we are because of steadfast partners like Firestone."

Firestone Ag's partnership with FFA aligns with the "Empowerment" value of the [Bridgestone E8 Commitment](#) to contribute to a sustainable society that ensures accessibility and dignity for all.

About Bridgestone Americas, Inc.:

Bridgestone Americas, Inc. is the U.S.-based subsidiary of Bridgestone Corporation, a global leader in tires and rubber, building on its expertise to provide solutions for safe and sustainable mobility. Headquartered in Nashville, Tenn., Bridgestone Americas employs more than 50,000 people across its worldwide operations. Bridgestone offers a diverse product portfolio of premium tires and advanced solutions backed by innovative technologies, improving the way people around the world move, live, work and play.

About National FFA Organization

The National FFA Organization is a school-based national youth leadership development organization of more than 945,000 student members as part of 9,163 local FFA chapters in all 50 states, Puerto Rico and the U.S. Virgin Islands. The FFA mission is to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth and career success through agricultural education. For more, visit the National FFA Organization online at FFA.org and on Facebook and Twitter.

About National FFA Foundation

The National FFA Foundation builds partnerships with industry, education, government, other foundations, and individuals to secure financial resources that recognize FFA member achievements, develop student leaders, and support the future of agricultural education. Governed by a 19-member board of trustees composed of educators, business leaders, individual donors and FFA Alumni, the foundation is a separately registered nonprofit organization. About 82 percent of every dollar received by the foundation supports FFA members and agricultural education opportunities. For more, visit FFA.org/Give.

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